



**FEDERAL COMMUNICATIONS COMMISSION AND  
NATIONAL ASSOCIATION OF CONSUMER AGENCY ADMINISTRATORS  
ADVISORY ON MANDATORY LABELING OF ANALOG TUNERS  
(EFFECTIVE MAY 25, 2007)**

**This is an educational and training advisory, directed to consumer agencies nationwide, from the Federal Communications Commission (FCC) and the National Association of Consumer Agency Administrators (NACAA).**

The digital television (DTV) transition refers to the switch from analog to digital television broadcasts. Congress set the deadline of February 17, 2009 for the DTV transition. This means that on that date all U.S. television stations will stop broadcasting in analog format, and will transmit only in digital format.

As of March 1, 2007, FCC rules prohibit manufacturers and other responsible parties (as defined in FCC rules) from manufacturing, importing, or distributing any device containing a broadcast television analog tuner unless it also contains a digital tuner. Despite this prohibition, retailers may continue to sell analog-only devices from existing inventory. Potential purchasers, however, may not be aware that this equipment will not be able to receive over-the-air-television signals after February 17, 2009. Consequently, effective May 25, 2007, anyone selling television equipment that has an analog tuner but not a digital tuner must post the required Consumer Alert to inform consumers that the equipment is "analog-only" and will not be able to receive over-the-air television signals after February 17, 2009. This requirement reflects the FCC's commitment to minimize the burden on consumers and maximize the opportunities offered to them by the digital transition.

When buying television sets and other TV equipment such as DVD players, consumers should know whether or not the equipment includes a digital tuner. (TV equipment that includes a digital tuner is sometimes referred to as a "digital receiver.") Digital tuners are necessary to receive over-the-air digital television signals after February 17, 2009. Over-the-air signals are those that are received via rabbit ears or rooftop antennas and not through a cable or satellite provider. Consumers who want to continue to receive the over-the-air signals of their local broadcast television stations after February 17, 2009 can either purchase a TV set equipped with a digital tuner or purchase a digital-to-analog converter box that will convert those over-the-air digital signals into analog so that they can be displayed on an analog device. Starting in 2008, a government program will make available \$40 subsidy coupons, two per household, to help defray the cost of converter boxes to consumers – see <http://www.ntia.doc.gov/dtvcoupon/index.html>. Analog-only TVs should continue to work as before with cable and satellite TV services.



FCC rules require sellers to display the following text if they are selling TV equipment with only an analog broadcast tuner:

### **CONSUMER ALERT**

**This television receiver has only an analog broadcast tuner and will require a converter box after February 17, 2009, to receive over-the-air broadcasts with an antenna because of the Nation's transition to digital broadcasting. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. For more information, call the Federal Communications Commission at 1-888-225-5322 (TTY: 1-888-835-5322) or visit the Commission's digital television website at: [www.dtv.gov](http://www.dtv.gov).**

While analog-only sets may serve the needs of customers who subscribe to a wired or satellite service or who play games or view DVD or VCR content, some customers may be unaware that purchasing a device with an analog-only television receiver may require additional attention in the future. Public education about the DTV transition will be a major and beneficial national undertaking, and a challenge for government and industry. The FCC and NACAA want to be sure that consumers have all the information they will need to make fully-informed purchasing decisions.

For more information on the DTV transition, the phase-out of analog-only products, and the future availability of digital-to-analog converter boxes, please visit [www.dtv.gov](http://www.dtv.gov). You can also contact the FCC's Consumer Center by e-mailing [dtvinfo@fcc.gov](mailto:dtvinfo@fcc.gov); calling 1-888-CALL-FCC (1-888-225-5322) voice or 1-888-TELL-FCC (1-888-835-5322) TTY; faxing 1-866-418-0232; or writing to:

Federal Communications Commission  
Consumer & Governmental Affairs Bureau  
Consumer Inquiries and Complaints Division  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

*This advisory is brought to you by:*

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